

**APPROVED**

**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE**

**Monday, May 8, 2023, 3:30 P.M.  
Fort Lauderdale Executive Airport  
Red Tails Conference Room  
6000 NW 21st Avenue  
Fort Lauderdale, FL 33309**

<b>MEMBERS</b>	<b>September 2022 – August 2023</b>				
		<b>REGULAR MTGS</b>		<b>SPECIAL MTGS</b>	
		<b>Present</b>	<b>Absent</b>	<b>Present</b>	<b>Absent</b>
The “W” Hotel, Capri Hotel, LLC <u>Anna MacDiarmid</u> Alex Caceres, Alternate	P	6	1	0	0
Marriott Courtyard, PHF Oceanfront <u>Michael Fleming</u> Steve Zunt, Alternate (at 3:34 p.m.)	P	6	1	0	0
Ritz Carlton Hotel <u>Bosther Kusich</u> Samuel Fuerstman, Alternate (at 3:37 p.m.)	P	5	2	0	0
Greater FTL Chamber of Commerce <u>Stuart Levy</u>	P	7	0	0	0
The Westin Ft Lauderdale Beach <u>Vacant</u> Laurie Johnson, Alternate (at 3:50 p.m.)	P	6	1	0	0
B Ocean Fort Lauderdale <u>Rizwan Ansari</u> Michael Orlando, Alternate	P	7	0	0	0
Bahia Mar Doubletree <u>Lisa Namour</u> Michael Munroe, Alternate	P	7	0	0	0
Sonesta Hotel <u>Vacant</u> Fernando Calvo, Alternate	P	7	0	0	0

**Staff**

Sarah Hannah-Spurlock, Nighttime Economy Manager and BBID Liaison  
Ingrid Kindbom, Nighttime Economy and BBID Program Manager

**Guests**

Carla Blair, Prototype, Inc.

Irina Tokar, Senior Project Manager, Public Works

Matt Fursetzer, P.E., Kimley-Horn and Associates

Oswaldo Larrazabal, Principal/Senior Project Engineer, Solid Consulting Engineers

James Carras, Principal, Carras Community Investment, Inc.

**I. Call to Order / Roll Call / Quorum**

The meeting was called to order at 3:30 p.m. by Chair MacDiarmid. It was noted a quorum was present.

**II. Approval of Meeting Minutes**

- **Regular Meeting – April 10, 2023**

**Motion** made by Mr. Ansari, seconded by Mr. Levy, to approve the minutes of the April 10, 2023, Regular Meeting. In a voice vote, the **motion** passed unanimously.

**III. A1A Street Improvement Project**

Irina Tokar, Senior Project Manager, Public Works, Matt Fursetzer, Engineer, Kimley-Horn and Associates, Oswaldo Larrazabal, Principal/Senior Project Engineer, Solid Consulting Engineers, provided a PowerPoint presentation updating on the A1A Street Improvement project, which began construction on April 24.

Sarah Hannah-Spurlock, Nighttime Economy Manager and BBID Liaison, asked for clarification on whether the Walk of Fame pavers would be affected by the construction. Mr. Fursetzer showed a map and stated they would not be impacted.

Mr. Fursetzer continued to review the project, including the schedule, recently completed activities, and upcoming work. He discussed efforts to minimize impacts on tourism.

Chair MacDiarmid stated she was happy there was more lighting planned. She asked if the work in front of the hotels would be noisy, noting the hotel has pilots and flight attendants that are impacted by noise during the day. Discussion ensued regarding noise impacts and advance warning.

Chair MacDiarmid noted the hotels are serving food and beverage on the beach now, and asked whether that beach access would remain during construction. Oswaldo Larrazabal, Principal/Senior Project Engineer, Solid Consulting Engineers explained beach access should be maintained throughout and noted portions of the project which might cause interruptions.

Mr. Levy asked for clarification on the timing of distributing construction flyers. He noted that there had been work done in front of the Hotel Maren recently and flyers were brought to the front desk on the day work was taking place. Ms. Tokar stated that staff would work on making sure notice was improved.

Discussion continued regarding who should be informed, when, and how. Ms. Kindbom noted she had an email list of the hotel general managers and could forward on the construction updates as an added layer of communication beyond the flyers. Ms. Tokar pointed to the City's website for continued updates on the project and noted it is updated bi-weekly.

#### **IV. Renewal of Holiday Display Contracts for FY 2024 (\$79,384 and \$26,075)**

Ms. Kindbom reviewed the contract for the Las Olas snowman and holiday display. She noted the snowman display cost is \$79,384 and the lights are an additional \$26,075, and this is the final year the contract can be extended.

Ms. Hannah-Spurlock stated the cost was previously shared with the Beach CRA, but when that board reached its conclusion, the full cost fell to the BBID.

Chair MacDiarmid asked whether there was another group the cost would be shared with. Ms. Hannah-Spurlock noted that may be a good topic of discussion for the joint meeting with the City Commission.

Ms. Kindbom stated that this was the final year of the contract, so in addition to discussing whether the BBID would pay the full cost, they could discuss whether it should be a snowman or something else and could go out to bid for a display.

Mr. Levy asked how long the snowman had been utilized. Ms. Hannah-Spurlock explained it had been a three (3) year contract with two (2) option one (1) year renewals. She stated sponsorship was a possibility and was being explored for other events.

Ms. Kindbom shared images of options to choose from for the 2023 holiday display. Discussion ensued and consensus was to select the snowman with the ball under its arm, turtle, and no drink.

#### **V. Placer AI Demonstration**

Ms. Kindbom shared a sample demonstration of the Placer AI application. She noted the application did not track international visitors. The Board reviewed traffic data for events before and after the COVID-19 pandemic.

Chair MacDiarmid noted the report showed most visitors were coming from inside Florida. Ms. Kindbom reiterated that data on international travelers was not included.

Ms. Hannah-Spurlock pointed out the data which shows where visitors are going before and after the BBID area. Discussion continued regarding the visitor data and demographics.

Ms. Kindbom shared data specific to each of the Board member hotels and comparing the current BBID area to the proposed expanded area. She introduced James Carras, the consultant conducting the study regarding expansion of the BBID.

Mr. Carras introduced himself and explained his firm had done the initial BBID area study in 2006. He stated he looked forward to working with the Board through the summer.

Ms. Kindbom stated she planned to conduct additional analysis on the data from events, including Friday Night Sound Waves, and would share that in the future.

Ms. Hannah-Spurlock discussed outreach for the expansion study briefly. She stated that the next regular meeting of the BBID would be the expansion kick-off, and the properties included in the expansion would be invited to attend for a briefing on the process. She explained that once the study and analysis are completed, another public meeting will be held to share the results and get feedback.

Discussion ensued regarding the geographic area of the proposed expansion.

## **VII. Sarah Says**

Ms. Hannah-Spurlock highlighted the BBID appointment process, noting that appointments take place annually and include seven (7) of the top 10 valued properties in the district. She asked that the Board members consider whether their properties want to continue to have representation on the Board and who the representatives of the property will be. She stated that staff would present representatives from all 10 properties to the Commission and ask that they select seven (7).

Mr. Levy asked for clarification on his seat, since he represents the Chamber of Commerce rather than his individual hotel. Ms. Hannah-Spurlock explained that he could request to represent his hotel and the Chamber would appoint another representative if he was selected by the Commission.

Ms. Kindbom noted the top 10 properties for next year would not be identified until the beginning of September.

Ms. Hannah-Spurlock provided a brief update on the flooding in City Hall, and noted meetings would not be returning to that location. She explained the joint City Commission meeting was scheduled for September 19, 11:30 a.m. at the Parker Playhouse. She stated they would discuss the expansion study, priorities from the BBID, and the Commission's direction to the BBID.

### **VIII. Board Member Input**

Mr. Fuerstman stated Mr. Kusich was relocating, and he would continue to serve as alternate until a new General Manager is identified.

Ms. Hannah-Spurlock added that Mr. Medeiros was also no longer on the Board, as he had left the Sonesta hotel.

Ms. Johnson stated plans are for her to serve as primary on the BBID and Michael Berry, the new Westin GM, would be alternate.

### **IX. Adjournment**

Upon motion duly made and seconded, the meeting adjourned at 4:23 p.m. The next Regular Meeting of the BBID will be June 12, 2023, at 3:30 p.m.

[Minutes prepared by C. Parkinson, Prototype, Inc.]

#### Attachments:

A1A Street Improvement Project PowerPoint  
Placer AI Demonstration